

# **COMPLETING THE CIRCLE: Promoting Purchase of Products Made from Recycled Agricultural Plastics**

**Working session to advance a TPSA initiative  
to identify, brand and promote products made from  
recycled agricultural plastics**

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Program Leader

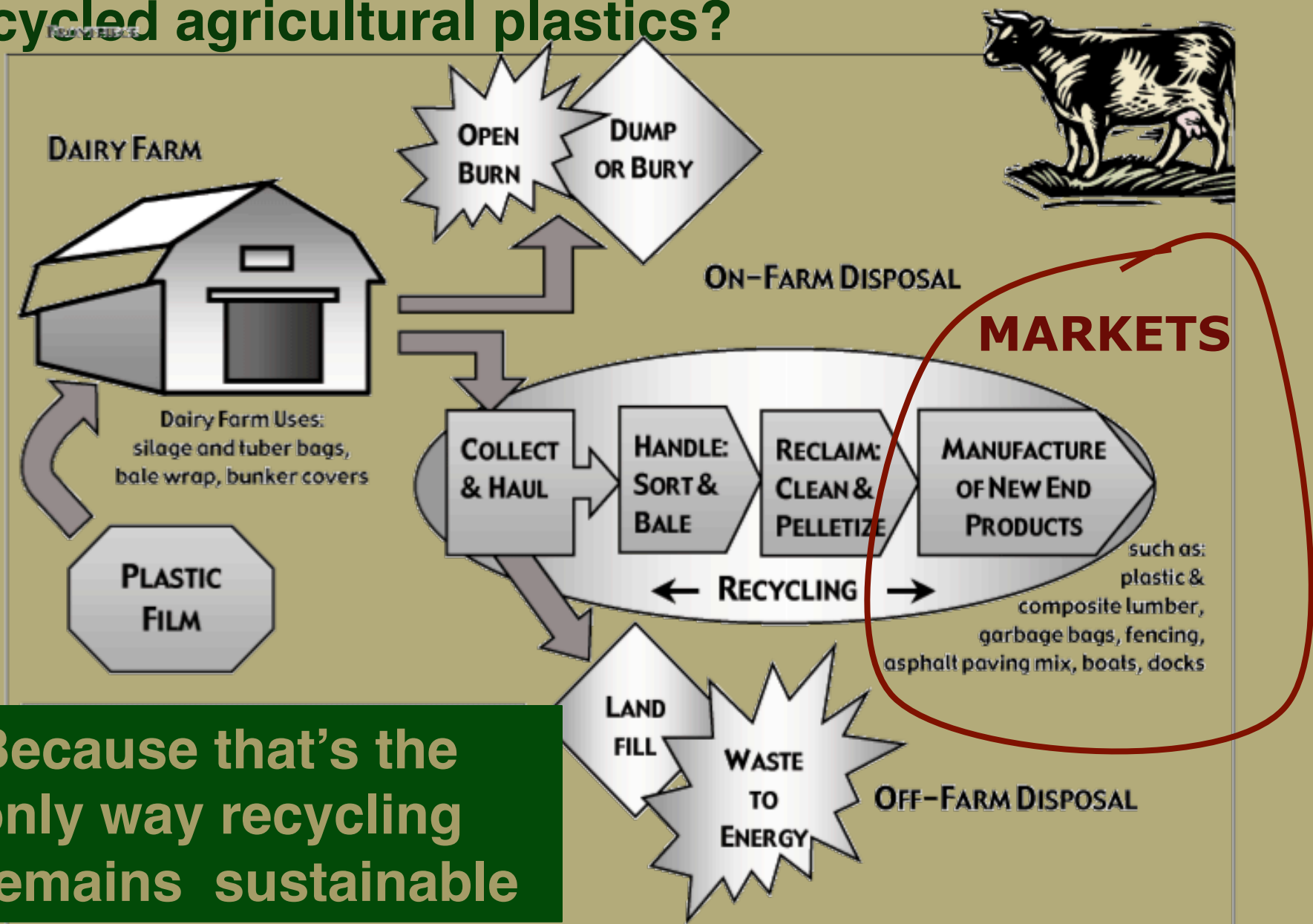
**Recycling Agricultural Plastics Project**  
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Cornell University

# WHY promote products made from recycled agricultural plastics?



**Examples of products made  
from recycled agricultural  
plastics, and the people  
who make them**





## The Environmental Alternative

[ABOUT US](#) [PRODUCTS](#) [ENVIRONMENT](#) [PARTNERS](#) [CONTACT](#)



### Recycling the un-recyclable.

Think Plastics Inc. is an innovative privately owned Canadian company based in New Hamburg, Ontario, Canada. The company was incorporated in 2004. Think Plastics is making a significant positive impact on



Chuck Sparks – Baleboard and NuSheet!



Primary Quality



## Mario Davila - EkoRoof Roofing Tiles !

- Appropriate end use: minimal contact with people or animals
- Sealed against leaching, runoff of residues
- Meets ASTM, ASABE & other quality standards
- Competitive price point
- Strong consumer demand (current or potential)





**Don Reeners  
Ultimate Recycled Plastics  
Nailer Board Insert !**



# Bridon Cordage – Revolver Twine Tim Mason & Al Mullenbach !



Terry Vankampen (not shown)





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Baler Twine  
Canada

Balewrap

Netwrap

Eclipse®

Revolver®

Silage Bags

Bunker Covers



## Recycled baler twine that comes around. Goes around. Stays around (the bale).

The introduction of Revolver® is a direct response to our customers' appeals for us to help clean up the environment. You can save time and the environment with Revolver® — made from recycled polypropylene, most of which is post-consumer baler twine. You make your living off of the land. We want to make sure we're doing our part to protect it.

Revolver® is manufactured under the same stringent standards you've come to expect from Bridon Cordage and is currently available in the following products:

- 7200' 190 Single Spool
- 9000' 130 Single Spool
- 20,000' 110 Single Spool



# TERREWALKS™

from RUBBERSIDEWALKS, Inc.



Lindsay Smith – RubberSiderwalks  
“Terrewalks Pavers”!

**100% recycled interlocking  
open-grid modular paving systems**

**TERREWALKS™** is the new generation of Rubbersiderwalks. Like Rubbersiderwalks, this alternative to concrete sidewalks and pathways is cost-effective and contributes multiple points toward LEED certification—including 100% recycled, reduced heat island effect, storm water management, and innovative design.

For cities and site managers struggling with public safety and the chronic cost of replacing broken sidewalks, **TERREWALKS** is your solution. Designed

## The unbreakable solution to broken sidewalks

from this



- No breaking, chipping, or cracking – ever
- Performs in all climates
- Easy installation
- Lowest cost, safest and most comfortable sidewalk
- Specified by cities, counties, state DOTs, and architects nationwide
- Reduces stormwater run-off, saves trees & stops trip hazards
- Interlocking system designed for permanent and temporary installations
- LEED and LID Qualified
- Minimal Impact Paving

to this



**A new way of paving**

# What do all these people/products have in common, and what does it have to do with TPSA?



prom



**Types of Topics Discussed on Monthly Conference Calls:**

- Emerging markets for used ag films
- Plastic waste to oil
- Appropriate end uses for recycled ag plastics
- Contamination & chain-of-custody
- Collection program logistics
- Cost effective strategies
- Working with farmers to adopt BMPs for handling ag plastics
- Engaging stakeholders

**AG PLASTIC MANAGEMENT WORKGROUP**

**Where Stewardship Is the Agenda**

**open to all**

It's easy to join: Email <[info@tpsalliance.org](mailto:info@tpsalliance.org)> or speak to Lois Levitan (607-255-4765, [LCL3@cornell.edu](mailto:LCL3@cornell.edu)) or Roger Springman (608-224-4545, [Roger.Springman@Wisconsin.gov](mailto:Roger.Springman@Wisconsin.gov))



# **PROPOSAL for TPSA INITIATIVE:**

**Identify, brand and promote products made from recycled agricultural plastics.**

**Do this in part by creating an ecolabel for finished products that use recycled agricultural plastic as feedstock.**





# What's an EcoLabel?

- A means to identify and “brand” products that meet one or more environmentally and/or socially desirable criteria
- Single or multi-attribute
- Self-proclaimed by the manufacturer (distributor, or point of sale) or “Third Party Certified”





# ECOLABEL INDEX

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There are hundreds of ecolabels for different product types, based on diverse “green” criteria.

ECOLABEL INDEX lists 340 labels from 42 countries.

## All ecolabels

Alphabetical index of 374 ecolabels. Use the categories to the right to refine this list.

[A](#)[B](#)[C](#)[D](#)[E](#)[F](#)[G](#)[H](#)[I](#)[J](#)[K](#)[L](#)[M](#)[N](#)[O](#)[P](#)[Q](#)[R](#)[S](#)[T](#)[U](#)[V](#)[W](#)[X](#)[Y](#)[Z](#)



### [100% Green Electricity - 100% Energia Verde](#)

The certification in Italy is issued for energy produced from wind, PV, solar thermal, geothermal, sustainable hydro, tidal & waves, biogas and sustainable biomass & bio-fuel plants. The certificates does not cover energy from fossil fuels, nuclear and thermal transformation of solid urban wastes. Nevertheless it is admitted to yield the 20% of the energy production from water pumping and ...



### [4C Association](#)

Within the 4C Association coffee farmers, trade and industry and civil society from around the world work together for more sustainability in the entire coffee sector. This global community has joined forces to continuously improve the social, environmental and economic conditions for the people making their living from coffee. Main pillars of 4C are a code of conduct, rules of participation for ...



### [80 PLUS](#)

The original premise of the 80 PLUS program was to enlist utilities and computer manufacturers to participate in an innovative upstream buy-down program to integrate more energy-efficient power supplies into desktop computers. The program has now evolved into the Ecos Plug Load Solutions program, which promotes and incents a broad array of highly energy-efficient commercial and retail technologies.



### [AB \(Agriculture Biologique\)](#)

France's national logo for organic products since 1985. Organic products carrying the logo must contain more than 95 percent organic components, and be produced or processed within the EU, and were certified by one of the inspection bodies accredited according to EN 45011. L'Agence Bio began managing and promoting the label in 2008.



### [ABIO](#)

## Self Certified

The manufacturer or seller promotes their products and/or practices as green, natural, sustainable, compostable, healthy, non-toxic, safe ...

The claims may be true.





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# Truly Pure & Natural

Live Healthy ~ Save Money



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**Looking for the best prices on pure and natural products?  
You've come to the right place!**

## Welcome to Truly Pure & Natural!

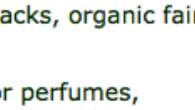
At TPN, we've gathered our favorite natural products to share with you.

We hope to become your trusted source for hair and skin care products, handcrafted artisan soaps, glass water bottles, raw honey, raw snacks, organic fair trade coffee, and a host of other natural products.

Our products do not contain: dyes or artificial colors, fragrances or perfumes, parabens (methyl, propyl, ethyl, or butyl), sulfates, glycols, phosphates, or iodine, and are not tested on animals.

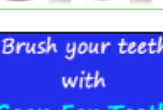
Protect your family's health by choosing products with sources from nature, not chemicals!

Glass Beverage Bottles



Brush your teeth with Soap For Teeth

Non-Toxic  
No Fluoride  
No Sugars



# Third Party Certification

**Neutral “third parties” with no financial interest in the companies or products being evaluated:**

- **Develop criteria for the ecolabel**
- **Evaluate the producer and/or product to determine if these standards are met**
- **Award the ecolabel certification**





# examples:

**EcoLogo<sup>TM</sup> Program**  
Third-party certification of environmentally-preferable products

► Green Products    ► Get Certified    ► Our Standards    ► News & Events

**Sanitation Canada**  
The Benefits of Greening Business  
Dispelling the Myths about Bleach

**The Benefits of Greening Business**

**In the News**  
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suggestions.

► Learn how  
Products are  
not just the  
business ca  
Sanitation C

**About EcoLogo**  
Founded in 1988 by the Government of Canada but now recognized world-wide, **EcoLogo<sup>TM</sup>** is North America's largest, most respected environmental standard and certification mark. EcoLogo provides customers – public, corporate and consumer – with assurance that the products and services bearing the logo meet stringent standards of environmental leadership. With THOUSANDS of EcoLogo Certified products, EcoLogo certifies environmental leaders covering a large variety of categories, helping you find and trust the world's most sustainable products.

The **EcoLogo Program** is a Type I eco-label, as defined by the International Organization for Standardization (ISO). This means that the Program compares products/services with others in the same category, develops rigorous and scientifically relevant criteria that reflect the entire lifecycle of the product, and awards the EcoLogo to those that are verified by an independent third party as complying with the criteria.

**GREEN SEAL**  
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**green business**

**get certified**

**1. Preliminary Certification Request**

- Review the [Green Seal Standards](#). Green Seal sets the standards. In order to become certified, you must meet our standards.
- Complete the [Preliminary Certification Request](#). Green Seal will review your Preliminary Certification Request, Green Seal will issue a decision on your application.

**2. Application Submission**

- If your product/service is within the scope of the Green Seal Program for Certification (2) Confidentiality Agreement.
- To start the application process, you will need to submit a completed Green Seal Application for Certification and (2) Confidentiality Agreement, signed original documents, not scanned or faxed.

**Mail Application, Confidentiality Agreement to:**  
Green Seal, Inc.  
Attn: Application Processing  
1001 Connecticut Ave NW, Suite 827  
Washington DC 20036

IF APPLICATIONS ARE NOT SIGNED OR NOT PROCESSED. Green Seal will countersign your original copy for your files.


**3. Evaluation**

- You will be contacted by a Project Manager to discuss your application.
- The Project Manager will request data regarding your product/service.

Both EcoLogo and Green Seal award their well recognized ecolabels based on multiple “green” criteria and comparative life-cycle analysis of products

# PROPOSAL for TPSA INITIATIVE:

... [create] an ecolabel for finished products that use recycled agricultural plastic as feedstock.

A photograph of a farm scene. In the foreground, a red machine is unrolling a long, continuous roll of white agricultural plastic onto the ground. In the background, there is a large red barn with a white door, several tall metal silos, and a white house. The sky is blue with scattered white clouds.

**QUESTION:** Why not use one of the existing ecolabels & Third-Party certifiers?

**RESPONSE:** The “TPSA-Approved” ecolabel will be unique in focusing exclusively on one criteria:

*Use of recycled agricultural plastic as a product input across an array of approved finished products.*



# Discussion Issues

**PROPOSAL ... [create] an ecolabel for finished products that use recycled agricultural plastic as feedstock.**

- **Is this proposal a good idea?**
- **Is TPSA an appropriate third-party certifier?**
- **What criteria must products meet to be ecolabeled?**
- **Who decides, and by what process?**
- **How will these products and the "TPSA Approved" ecolabel be publicized and gain traction?**





# Some More Nitty-Gritty Discussion Issues

**PROPOSAL ... [create] an ecolabel for finished products that use recycled agricultural plastic as feedstock.**

- **What percentage of agricultural plastic feedstock is needed to qualify a product for the ecolabel?**
- **Should products made from “harder to use” agricultural plastics (e.g., mulch and dairy films) be differentiated from products made from “easier to use” (e.g. HDPE or greenhouse covers)?**
- **Could/should other “green” values be incorporated?**
- **Should the ecolabel indicate/assure product quality?**





